Davenport University

Brand and Style Guide

How to Use the Guide

This guide explains how to use the tools of the DU brand: Our logo, our colors, our messaging and our tagline, for example. Using this guide is extremely important to help ensure that our graphic look and key messaging are consistent to all audiences.

These tools are only a small part of our brand as a whole, however. Our brand is, literally, everything we say and everything we do. It's the sum total of every experience our students have, from beginning to end. It's our academic programs; our customer service; all our marketing and communications; the way we answer the phone; how our campuses look; how we solve challenges; everything.

That said, in addition to being consistent we also need to be clear, relevant, likeable and memorable. Because every one of us has a part to play in DU's success.

Every one of us is a brand ambassador.

Please delete any previously used graphics and messaging and use those supplied with this guide.

Note: Any communications directed at an external audience must be approved by University Marketing. Call 616-732-1170 for review or if you have questions.

Introduction

Contents

DAVENPORT UNIVERSITY

Content

Davenport University's official colors help make our communications instantly recognizable as representing DU. It is important to consistently use the correct shades of red, blue, gold, green, grey and black shown in the colors section of this guide.

Primary Colors

Davenport University's official colors help define our image — from publications to ads to the web.

Secondary Colors

These colors can be used as secondary colors to complement the primary colors. When you need to use design colors in addition to the primary red, black and grey, choose these colors.

DAVENPORT UNIVERSITY

Colors

Davenport Red / Primary Color

Red is DU's most recognizable color and the one that should be used when possible. It is important to use the right red, shown here. Unless the print job is a one- or two-color press job, use the CMYK formula for PMS #485, not the PMS swatch.

PMS 485

CMYK of PMS 485 Red

Cyan - 0 %
Magenta - 95 %
Yellow - 100 %
Black - 0 %

RGB of PMS 485 Red

R - 238
G - 49
B - 36

Hex Red of PMS 485 Red

#ee3124

Davenport Black / Primary Color

Black

CMYK Black

Cyan - 0 %
Magenta - 0 %
Yellow - 0 %
Black - 100 %

RGB Black

R - 0
G - 0
B - 0

Hex Black

#000000

Note: See page 38 for how to use the Davenport logo when only black printing is available.

Davenport Cool Grey #11 / Primary Color

Unless the print job is a one- or two-color press job, use the CMYK formula for the grey, not the PMS swatch. The CMYK formula for PMS Cool Grey #11 is also for use in black-and-white print jobs.

PMS Cool Grey 11	CMYK of PMS Cool Grey 11	RGB of PMS Cool Grey 11	Hex of PMS Cool Grey 11
	Cyan - 0 % Magenta - 0 % Yellow - 0 % Black - 68 %	R - 113 G - 115 B - 117	#717375

Davenport Light Grey #5 / Secondary Color

Unless the print job is a one- or two-color press job, use the CMYK formula for the grey, not the PMS swatch. The CMYK formula for PMS Cool Grey #5 is also for use in black-and-white print jobs.

PMS Cool Grey 5	CMYK of PMS Cool Grey 5	RGB of PMS Cool Grey 5	Hex of PMS Cool Grey 5
	Cyan - 0 % Magenta - 0 % Yellow - 0 % Black - 29 %	R - 190 G - 192 B - 194	#bec0c2

Davenport / Secondary Colors

To use design colors in addition to the primary red, black and grey, choose these secondary colors.

To the right is one example of using the secondary colors.

Postcard Example

DAVENPORT UNIVERSITY

Last year, over 800 companies chose Davenport graduates.

This is not actual copy but it is here to show that you may use a secondary color anywhere in this postcard, even in the body copy.

Business   Health
Technology

Davenport Blue / Secondary Color

The blue is NOT a PMS color. Use the corresponding formula depending on output (print/screen/web).

Blue	CMYK Blue	RGB Blue	Hex Blue
	Cyan - 100 % Magenta - 90 % Yellow - 10 % Black - 10 %	R - 34 G - 57 B - 131	#223983

Davenport Gold / Secondary Color

The gold is NOT a PMS color. Use the corresponding formula depending on output (print/screen/web).

Gold	CMYK Gold	RGB Gold	Hex Gold
	Cyan - 0 %	R - 244	#f4a319
	Magenta - 39 %	G - 163	
	Yellow - 100 %	B - 25	
	Black - 2 %		

Davenport Green / Secondary Color

The green is NOT a PMS color. Use the corresponding formula depending on output (print/screen/web).

Green	CMYK Green	RGB Green	Hex Green
	Cyan - 80 %	R - 0	#003b26
	Magenta - 2 %	G - 59	
	Yellow - 66 %	B - 38	
	Black - 82 %		

DAVENPORT UNIVERSITY

Digital Signage

Digital signage is used for announcements, events and department functions posted daily on the TV monitors throughout Davenport campuses.

Design templates provide you with a simple way to help your message meet brand standards.

Please adhere to the templates provided for any digital signage postings. The templates are designed with boxes to drop in copy and visuals in designated areas. Sans serif typeface suggestions are on the following page, so all you have to do is write your copy with a corresponding typeface loaded on your system and drop in the picture that helps communicate your message.

Digital Signage

Digital Signage Templates

Event Templates

The event templates are designed for you to copy and paste your image or copy in the boxes provided.

To initiate an event template, click on the box. The samples provided on this page show where you can place your headline and visual by clicking on a selected box to add an element like a headline, body copy, visual and, if needed, a caption in the designated box. Please download the digital template at Communications and Marketing > Communications Resources.

Hex and RGB color formulas are on pages 5–8.

Typefaces for Digital Signage

Fonts used for these templates:

Header: Articulate Narrow, Gill Sans MT Ext Condensed Bold, Calibri, or Verdana

Body: Helvetica Neue or Helvetica (or above)

EVENT TITLE

MONDAY, DECEMBER 6
9 AM – 1:00 PM
LOCATION/ROOM

Contact information, etc.

DAVENPORT UNIVERSITY
Get where the world is going

EVENT TITLE

MONDAY, DECEMBER 6
9 AM – 1:00 PM
LOCATION/ROOM

Contact information, etc.

DAVENPORT UNIVERSITY
Get where the world is going

COOKIE SALE

MONDAY, DECEMBER 6
9 AM – 1:00 PM
LOCATION/ROOM

Contact information, etc.

DAVENPORT UNIVERSITY
Get where the world is going

EVENT TITLE

MONDAY, DECEMBER 6
9 AM – 1:00 PM
LOCATION/ROOM

Contact information, etc.

CAPTION TITLE
More information about the event. Keep it brief.

DAVENPORT UNIVERSITY
Get where the world is going

EVENT TITLE

MONDAY, DECEMBER 6
9 AM – 1:00 PM
LOCATION/ROOM

Contact information, etc.

CAPTION TITLE
More information about the event. Keep it brief.

DAVENPORT UNIVERSITY
Get where the world is going

Note: These are examples of the template designs. If you have any questions, please call 616-732-1170.

Announcement Templates

The announcement templates are designed for simple, concise messages that allow you to make the headline easy to read from a distance. The headline should be seven words or less.

The template provided allows you to place your headline in black or white depending on the visual you have selected to go in the template.

These templates are best used when your announcement is brief and makes one distinct point. For more than the suggested amount of copy, please use the template formats that accommodate body copy, captions, titles and other elements. Please go to Communications and Marketing > Communications Resources > Templates.

Red left / positive head template

Red right / positive head template

Red left / reverse head template

Red right / reverse head template

Note: These are examples of the template designs. If you have any questions, please call 616-732-1170.
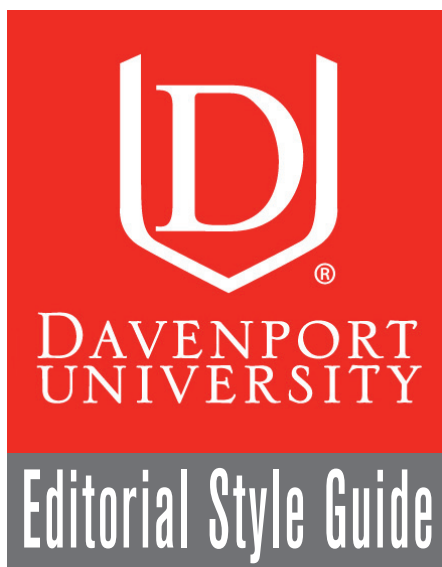
Editorial Style Guide

The Marketing Style Guide is based on Associated Press (AP) Style
Guide with some exceptions specifically for Davenport University.

Capitalization

Academic Subjects

Do not capitalize academic subjects unless the subject is a language or is used in the formal name of a department.

Examples:

- Students must take four mathematics courses to graduate.
- Students must take five English courses to graduate.
- The Department of Psychology requires majors to take three courses a semester.

Degrees

Academic degrees and honors should be capitalized when they follow a name, whether they are abbreviated or written in full. When academic degrees are referred to in general terms, they are not capitalized.

Examples:

- Susan Jones, Ph.D.
- Susan Jones, Doctor of Philosophy
- Susan Jones also holds a master's degree in psychology. (Notice that the academic subject is not capitalized. Languages are the exception, i.e. master's degree in English.)

Abbreviations and Acronyms

When a degree abbreviation follows a name, use periods to separate the letters. If the abbreviation is used as an acronym for the degree, do not use periods.

Examples:

- Jane Davis, M.A.
- Jane Davis earned an MA in English

Headlines and Page Titles

The key to capitalization in headlines and page titles is consistency. This applies to web pages, advertising, direct mail and other pieces at the designer's discretion. News communications such as *DU Review* and *eNews* use Associated Press (AP) style with first word initial cap only.

Examples:

- DU students go for the gold at BPA.

Second References

The last name is used for a second and subsequent reference to people mentioned in copy.

Examples:

- Joe Smith, professor of marketing, achieved his bachelor's degree at Michigan State University. Smith then attended Cornell, where he received his master's and doctorate degrees in marketing.

Exceptions:

- Informal copy with a friendly style, such as communications to current students or alumni, can use the first name as a second reference.

Schools and Departments

Capitalize schools and departments when they are used as formal names. When used informally, do not capitalize. Formal department and school names vary from college to college.

Examples:

- The Donald W. Maine College of Business was established in 1980.
- There are 550 students enrolled in the business school.
- The College of Health Professions is launching a new nursing program.
- Students interested in studying abroad should contact Professor Smith in the business department.
- Students who wish to enroll should contact admissions.

Exception: Capitalize University when referring to Davenport.

When mentioning all three schools, always list them in this order: Business, Technology and Health.

Titles of Individuals

Capitalize a title when it immediately precedes a name. If a title follows a name or stands alone, do not capitalize.

Examples:

- Professor Smith has been teaching math for 20 years.
- Joe Smith, a math professor, has been teaching for 20 years.
- Students must get permission from the professor to register for the math course.
- Dean Smith will hire two staff members this year.
- Joe Smith was appointed dean four years ago.
- Personal titles such as Mr., Mrs. or Ms. are not used.

Nondiscriminatory Language

Minority Groups

Use lowercase for "black" and "white." Use capitals for identification when using geographic words, such as "African American." Appropriate references to various ethnic groups are evolving.

Non-Gender Specific Language

Avoid language with potentially discriminatory connotation.

Examples:

- Use chairperson, chair or department chair rather than chairman.
- Use personnel, not manpower.
- Use staffing, not manning.

Numbers

Dates

For all text, use the month-day-year sequence. Note: Spell out the day of the week and the month of the year. Abbreviations are acceptable where necessary (charts, schedules, etc.).

Example: Today is Tuesday, January 29, 2011.

Grade Point Average (GPA)

Spell out on first reference. Use numerals and capitalize all letters when abbreviating.

Examples: Susan's grade point average is 3.6. For admission, students need a GPA of 3.5.

Money

Use $25, 30 cents, $4.50, etc.

Percentages

Percentages are written in numerals, followed by the word "percent."

Examples: The exam is 20 percent of your final grade.

Phone

Phone numbers are separated by dashes, not periods. Delete "1" before "800."

Examples: 800-686-1600

Spelling Out Numbers vs. Using Numerals

Whole numbers from one through nine are spelled out. Use numerals beginning with 10 and up. If the first word of a sentence is a number, spell it out. Numerals should be used in scientific or tabular data.

Times

Use 4 p.m. (NOT 4:00 p.m.), 5:30 a.m., noon, midnight, etc. Use an "en" dash, not a hyphen between the hours.

Examples:
• We will be there between 11 a.m. and 2 p.m.
• Brunch is served from 10 a.m. to noon.

Exception: when used in a list.
The open house will be held on:
• Warren Campus 1 – 4 p.m.
• Midland Campus 2 – 5 p.m.

Online Style

Addresses

In email and on the web, embed email addresses as a link in text rather than spelling them out.

Examples:

• "Email us at University Communications," not "e-mail us at university.communications@davenport.edu."

When using a web address, include the www and use all lowercase letters. In copy, bold the URL or underline.

• **www.youruniversity.edu**

Exception: Drop the "www" when using a Davenport URL, such as "davenport.edu/apply."

Email

Use email — lower case, one word.

Orienting

Sometimes it's necessary to guide readers even if hyper links will take them to a desired page. When a "bread crumb trail" is needed, use ">" with a single space on either side.

Example: Go to davenport.edu > Communications and Marketing > Communications Resources > Templates > Leterhead1.

Punctuation

Em Dash

Use the em dash to represent a break in thought or sentence structure, to add emphasis to a phrase or to separate two clauses. Note: The "em" dash is so-called because it is the width of the lower-case letter "m." Put a space on either side of an em dash in text.

Examples:

• We use the em dash in our communications — not a hyphen.

En Dash

Use the en dash to represent a range of something — such as time or other elements. Note: The "en" dash is so-called because it is the width of the lower-case letter "n." Put a space on either side of an en dash in text.

Examples:

• The event is scheduled to run from 4 – 6 p.m.
• The graduates were lined up from A – M and N – Z.

Hyphenation

Use hyphens sparingly and only when needed for clarity, such as when using a compound adjective before a noun.

Examples:

• Bob took graduate-level courses last semester.
• Bob took courses at the graduate level last semester.

Possessive vs. Plural

Use an apostrophe for words that show possession. Do not use an apostrophe for plural words.

Examples:

- The chemistry department's textbooks have arrived.
- The departments in the University order textbooks in the summer.

Serial Comma

Use serial commas only when necessary for clarity.

Examples:

- Art majors can choose classes in drawing, painting and photography.
- The most popular photography classes at our university are Nature Photography, Photojournalism, and Black and White Photography.

Text Links

When linking in text to other pages or material, use embedded links that integrate with the text. Avoid using "Click here for …" whenever possible.

Examples:

• *Cluetrain Manifesto* author Doc Searls gives an excellent example of markets as conversations in a recent blog post.

DU Logos

The logo with the full University name, called a "word mark," is the preferred DU logo and should be used when space permits. The logo is the University's required graphic identity element and must appear at least once on all internal and external University communications.

1. The logo may not be altered in any way and should not appear with any other mark, symbol, logo or logotype.

2. The institutional identity mark may not be combined with any campus mark. Put space between the institutional identity mark and the campus mark if both are used, e.g., one could be used on the front cover and one could be used on the back cover.

The DU Logo and 3 Color Bars

These elements used together help brand Davenport University as a leader in business, technology and health.

Red

Red is one of the primary colors used to identify the DU brand. The logos on this page show examples of the way the red and red/grey DU logos can be used with the Davenport University brand.

DAVENPORT UNIVERSITY

Signature Red

DAVENPORT UNIVERSITY

Horizontal

DAVENPORT UNIVERSITY

Stacked Red

DU Shield

Red / Grey

DAVENPORT UNIVERSITY

Signature Red / Grey

DAVENPORT UNIVERSITY

Horizontal

DAVENPORT UNIVERSITY

Stacked Red / Grey

DU Shield Cool Grey # 11

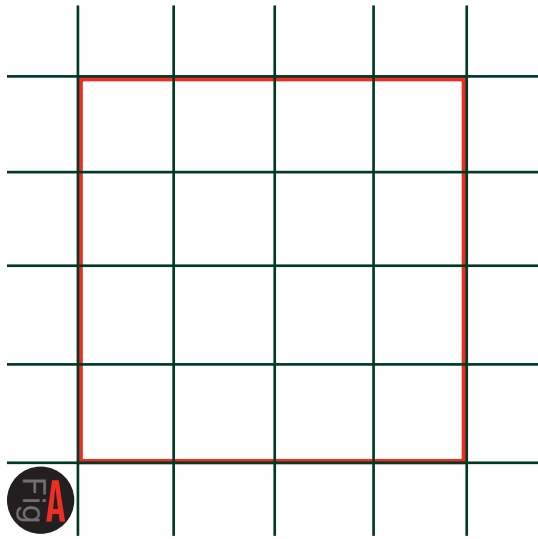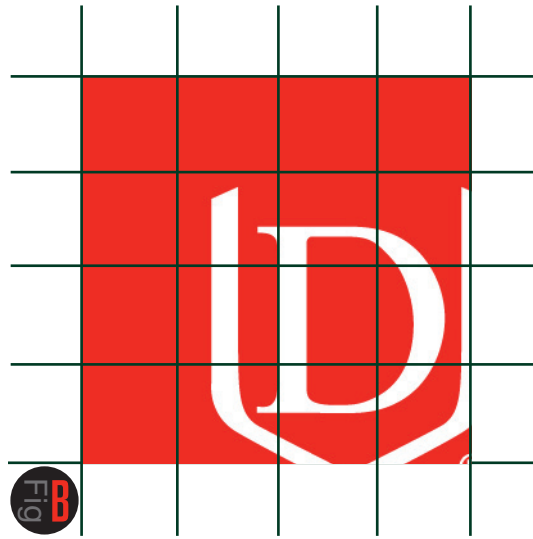**Notes:**
- The DU shield logo is a registered copyright and can only be used with the ® mark and only for University use.
- Do not use any old logos bearing the ™ mark.

Red / Black

Signature Red / Black

Horizontal Red / Black

Stacked Red / Black

DU Shield

Black

The logos on this page show examples of the way the black logo in the Davenport black and the black/red PMS 485 can be used with the DU brand.

Signature Black

Horizontal Black

Notes: • The DU shield logo is a registered copyright and can only be used with the ® mark and only for University use.
   • Do not use any old logos bearing the ™ mark.

Reverse White On Red

The Davenport University logo reversed in red is another design used to identify the DU brand. The logos on this page show examples of the way the white logo in the Davenport red PMS 485 can be used.

Signature Line

Single Line

Horizontal Stacked

Stacked

DU Shield

Notes:
• The DU shield logo is a registered copyright and can only be used with the ® mark and only for University use.
• Do not use any old logos bearing the ™ mark.

Reverse White With Red and Grey

The logos on this page show examples of the way the white/red
and grey DU logos appear reversed out of the color black.

Signature Line

Horizontal Red / White

Horizontal White

Horizontal Grey / White

Stacked

Reverse DU Shield

Notes:
  • The DU shield logo is a registered copyright and can only be used with the ® mark and only for University use.
  • Do not use any old logos bearing the ™ mark.

How to Proportion the Reverse Davenport Logo in a Square of Color

The color box can only be PMS Red 485, PMS Cool Grey #11, 68% of Black, 100% Black or CMYK red.

Fig A
The square is divided into sixteenths.

Fig B
Drop in white/reversed DU logo in color box. If the DU logo is already reversed out of red, black or grey draw your square and drop in the reverse colored logo to proportionately fit the square (see Figure C).
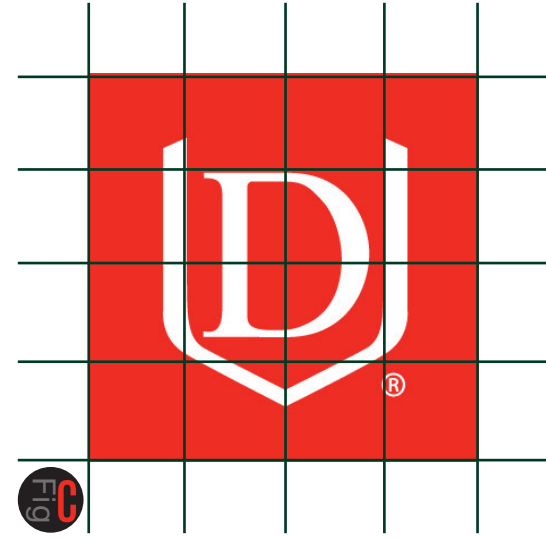
Fig C
Once the reverse DU logo is in place, adjust the logo. Re-proportion side to side by using the inside of the "U" to determine the correct proportions and spacing in the color box. The top and bottom spacing of the DU is determined by the side-to-side spacing.

Notes:
- The DU shield logo is a registered copyright and can only be used with the ® mark and only for University use.
- Do not use any old logos bearing the ™ mark.

Organization, Department and Campus Co-Branded Logos

Campus, department or student organization names are usually displayed on a two-line logo, with the University word mark or the DU logo on the top line and the department name in a smaller type below.

To avoid distracting from the official University logo, departments and organizations are encouraged to use a co-branded logo. Logos should not combine the University name and a department/organization name in a different type style. Help us keep our branding consistent.

If you need a co-branded logo created, please call 616-732-1170.

Business   Technology   Health   Admissions   Financial Aid

M B A   IPEx   LIBRARIES   STUDENT SERVICES

Notes:
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Color Bars

These 3 color bars can be used together or separately.

They can be used as secondary colors to complement the primary colors in a communication. For the color formulas, please go to the color section of this guide for color specifications.

| DU Blue | DU Gold | DU Green |

Business
Technology
Health

Type Design With The 3 Color Bars

Red is used with initial cap in the words Business, Technology and Health on external materials used to brand Davenport University (with the exception of television). The colored initial cap is only used when copy size is 14 point or larger.

It is acceptable not to use red on the initial cap when materials have a limited use or when printed in close proximity to a red color field.

The color bars can also be set on one line, called tabs.

Business
Technology
Health

Business
Technology
Health

Business   Technology   Health

Business   Technology   Health

3-Color Bar Graphics

Bar Dimensions

When using the 3-color bars, specific dimensions need to be followed. Please follow these guidelines, if you have questions regarding any usage outside of these guidelines please call 616-732-1170.

3/4"

Recommended bar height to be used on a 11" x 17" to 24" x 3' size

1/2"

Recommended bar height to be used on a 8" x 10" to 11" x17" size

1"

Recommended bar height to be used on a 24" and limited to 3' x 4'.

Over a 3' x 4' design, please follow Example A below.

Example A

14'

Get where the world is going

DAVENPORT UNIVERSITY

Business
Technology
Health

4'10"

48'
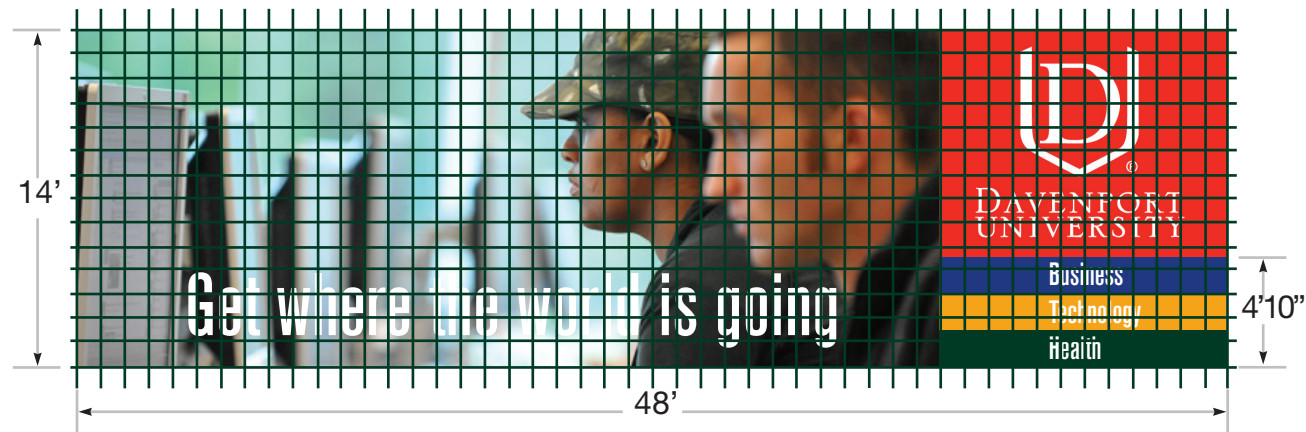
Note: Example A helps explain anything higher and wider than 3' x 4'. Above is an example how to scale color bars on heights over 3'. Scale is 1/8" = 1'.

3-Color Bar Configurations

The 3-color bar configurations can be used in communication materials as appropriate to the design or layout. **Note:** Type does not always have to be used, depending on the communications purpose.

Business
Technology
Health

Stripes

The Stripes design is best for ads and collateral materials.

Business   Health

Technology

Mondrian

The Mondrian design can be used for ads and collateral material with simple layouts that have minimum copy.

Business   Technology   Health

Tabs

The Tabs design is best suited for letter and web tabs and printed pieces where the tabs are used as a footer for the layout and design.

Business

Health

Technology

The Frame design can be used for posters or communication materials that are designed around a photographic concept.

DAVENPORT UNIVERSITY
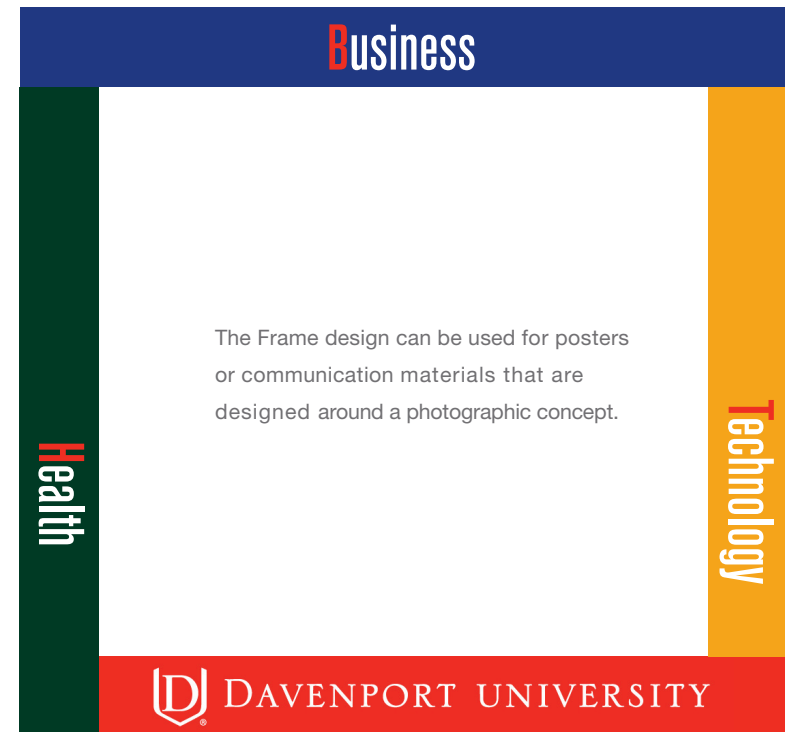
Frame

3-Color Bar Configurations with Davenport Logo

The Davenport logo must always remain vertical no matter which way the color bar is aligned.
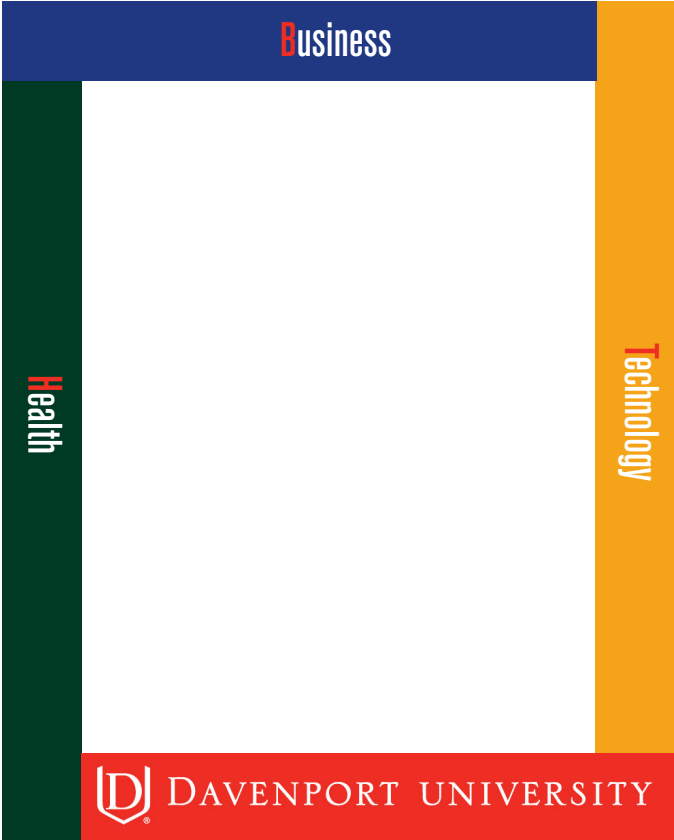
Stripes Top   Stripes Bottom

Stripes Right

Stripes Left

Frame

Mondrian

Tabs

Converting Color Bars into Black and White

For black-and-white communications, the color bars can be translated into grey shades.

For other layout options for the 3 grey bars, please go to the Configurations section on page 35–36.

90% Black

Cyan - 0 %
Magenta - 0 %
Yellow - 0 %
Black - 90 %

50% Black

Cyan - 0 %
Magenta - 0 %
Yellow - 0 %
Black - 50 %

70% Black

Cyan - 0 %
Magenta - 0 %
Yellow - 0 %
Black - 70 %

Business — 90% Black
Technology — 50% Black
Health — 70% Black

Business | Technology | Health

Note: Depending on your communication piece, all examples do not have to have the words Business, Technology and Health. Use these words whenever possible.

Marketing regulates, promotes and protects the use of the University's name and identifying marks. This includes granting approvals for outside vendors to use the many registered marks and trademarks of the University, such as logos, the University seal and identifying names.

University marks are registered at the U.S. Patent and Trademark Office. This ensures protection of the integrity and identity of these marks. Royalties collected through the licensing program, such as clothing sales in the bookstore, generate revenues for the University.

Prior written permission is needed for the use of the University name or marks for anything other than official University business. Organizations that wish to use the University name in conjunction with their group or activities should seek permission in writing from Marketing.

It is important to respect the use of Pounce. **Do not alter the artwork of the Davenport mascot.** Any unauthorized usage of Pounce Panther is prohibited by Davenport University. Call 616-732-1170 to request artwork.

Panther Mascot Usage

The Panther head logo can be used only when Davenport University is also clearly identified. **The Panther head logo with the Davenport University word mark logo is used only with DU athletic affiliations.**

Panther Word Mark

Panther with DU Name

Panther Head Logo

Panther with Primary logo

Panther with DU

Panther Reaching

Mascot Applications

As the official University mascot, Pounce artwork is primarily used by Athletics and Student Life. For University organizations that need to be affiliated with the mascot, Marketing will create a two-element logo, containing the whole Panther logo or the head logo with the organization name in print. Call 616-732-1170 to request a logo.

ACCEPTABLE EXAMPLES

YES

NO

Pounce should not be altered or combined with other elements.

A consistent message to both internal and external audiences helps everyone understand our vision, mission and values. Use the following points to explain why Davenport University is unique:

- We are relentlessly focused on where the world is going in three areas at the heart of the future world economy: Business, technology and health
- We have a passion to know these markets better than anyone
- We have a commitment to constant improvement, leading to programs that are more innovative and responsive
- We have a vision for higher education that gives our graduates a unique competitive advantage

Photography

This section explains the new photographic style that illustrates the Davenport University tagline of "Get where the world is going." All shots must have energy, whether it's the subject of the shots or the surrounding elements in the photographic composition: something is happening.

All angles of the shot must be unique to help give the viewer the sense that there is something more happening beyond the picture. The angle of the shots must help convey emotion, power, impression, energy and honesty. All photography must include a diverse student body (ethnicity, gender and age).

A talent release agreement must be supplied by the photographer and signed by the talent on or before the shoot day. Release agreements signed by the talent allow Davenport University to use the talent in all communication materials for the University.

Overall Photography Style

The new photographic style for DU Marketing/Communications shows movement, giving the viewer the impression there is something happening. The motion can be either in the foreground or background.

The subject of the shot must not be aware the camera is taking his or her picture. The shot must always indicate the subject is involved with other students, an instructor or class assignment.

NO

Nothing happening in the background

White background offers limited interest and zero depth

Subject looking at camera

Nothing happening in the foreground

Camera directly in subject's face, making this just a portrait shot. This subject is not getting where the world is going

Subject is not involved with anyone

YES

Subject is involved with classroom

Architecture adds depth to the background and shot

Subject engaged in conversation with other students

Subject is not aware of camera

Motion by student in foreground

Composition of shot brings viewer in

Camera positioned in subject's circle

Photography

Classroom Environment / Faculty

In a classroom environment, all subjects in the shot should not appear to be aware of the camera. The composition of photos A, B, C and D invite you into the photograph.

In the foreground or background, there should be motion. The motion helps give the viewer a sense something is happening. Depending on the camera angle, the motion creates the depth needed in the picture to achieve the style of photography that embodies the idea of "Get where the world is going." The shot must always indicate the subject is involved with other students, an instructor or class assignment.

B

C

A

D

Photography

Student Life and Staff

Student life subjects in the shot are not aware of the camera. The composition of shots A, B and C invite you into the photograph as though you were on the outside of the framing of the shot. Foreground or background objects help add to the shot as well as motion. All of this helps give the viewers a sense something is happening. Depending on the camera angle, the motion creates the depth needed in the picture to achieve the style of photography that expresses the idea "Get where the world is going."

The shot must always indicate the subject is involved with other students. Subject also must wear appropriate clothing.

Photographing Outside of Classrooms

Subjects in the shot are not aware of the camera. The composition of shots A,B, C, D and E invite you into the photograph as though you were on the outside of the framing of the shot. It helps to have objects in the foreground or background to shoot through. Motion will also help give the viewers a sense something is happening. Depending on the camera angle, the motion creates the depth needed in the picture to achieve the style of photography that expresses "Get where the world is going." The subject must be engaged with studies or other students. All photography must reflect a diverse student body (age, ethnicity and gender). Try to avoid the subject smiling at the camera.
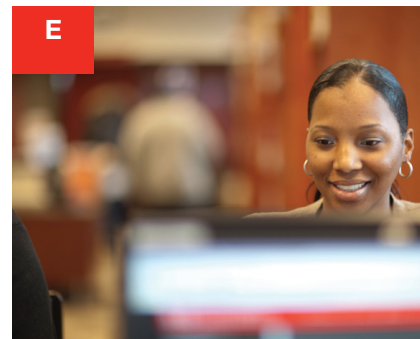
The Davenport University seal is used on documents to convey an official use. **The seal is ONLY to be used by University Marketing, Academics, Records and the President's Office.**

Please confer with University Marketing about prospective use of the seal on any communications. Please call 616-732-1170.

"Get where the world is going" is used in conjunction with the Davenport logo when possible. The tagline can also be used in communication as artwork that stands alone in a publication that also includes the DU logo or as a part of the logo. The tagline is never used as a piece of art in copy. The tagline is used in communications when possible except when space prohibits.

NOTE: When the tagline is used as a headline, use a period.

Tagline

Breaking the Tagline

The tagline is set in Berthold Akzidenz Grotesk Medium Condensed. The color is PMS Cool Grey #11 or 68% black. If the tagline is typeset on two lines or more, justify it side-to-side.

Get where the world is going

On one line, it is important to keep the word spacing consistent.

Get where the world is going

Tagline broken into two lines with no leading.

Get where the world is going
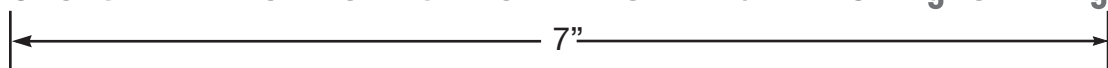
Tagline broken into three lines can have different point sizes to justify each line side-to-side.

Get where the world is going

Tagline broken into three lines of different point sizes to justify the words side-to-side. NOTE: In three lines, the word spacing needs to be tightened as the point size increases.

Spacing the Tagline

Get where the world is going

|← 7" →|

The minimum point size allowed to space a tagline is 24 points at 7" width. The tagline should not be used if the point size is less than 10 point.

Tagline With Other Elements

Get where the world is going

Single line with just DU logo and 3 color bar

Get where the world is going

Single line with just DU logo

Get where the world is going

Get where the world is going

DU logo alone with tagline

Get where the world is going

Three lines with DU logo and 3 bars

Get where the world is going

Horizontal DU logo alone with tagline

Get where the world is going

Two lines with DU logo and 3 bars

Marketing offers pre-designed Microsoft® Publisher templates for flyers, posters, letterhead and Microsoft® PowerPoint slides. These templates allow you to create documents as needed while still maintaining University standards.

To use, go to:

Communications and Marketing > Communications Resources > Templates

Materials can be printed by the Copy Center. Email documents to:

grcopyservices@davenport.edu

General

These are samples of the documents available. Documents are for use in Microsoft® Publisher and are 8.5" x 11" in size.

Masthead with color blocks

Masthead with color strips

Masthead with horizontal color stripes

Masthead on white with stripes
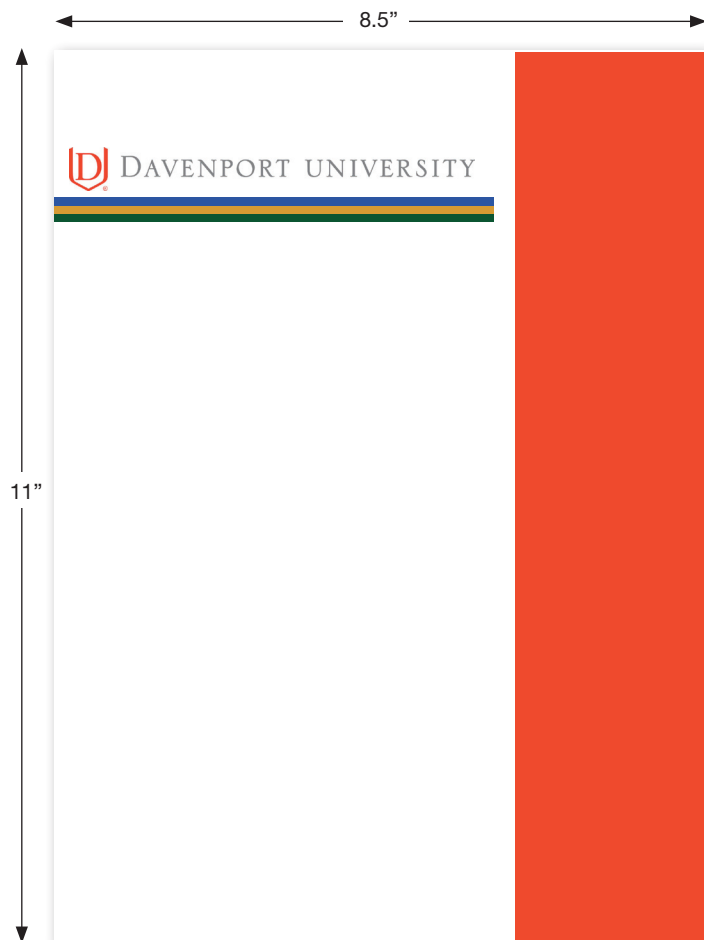
Masthead on white with red block right

Vertical Poster-Sized Flyers

These are samples of the documents available. Documents are for use in Microsoft® Publisher. Documents are tabloid-sized (11" x 17").
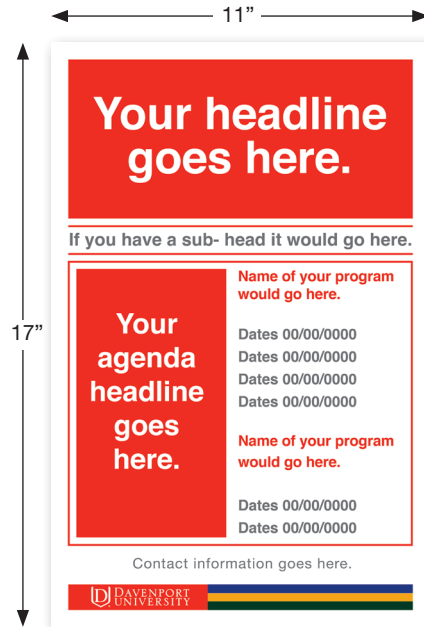

Poster Flyer Option 1
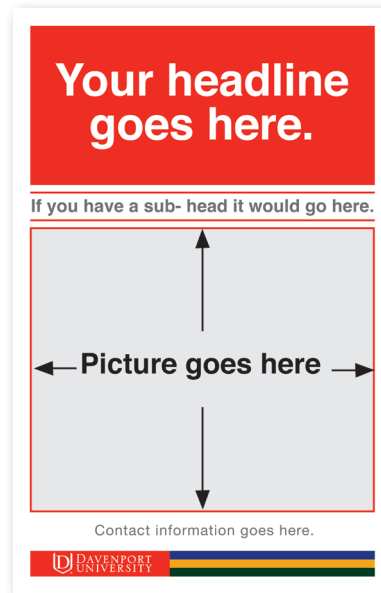
Poster Flyer Option 2
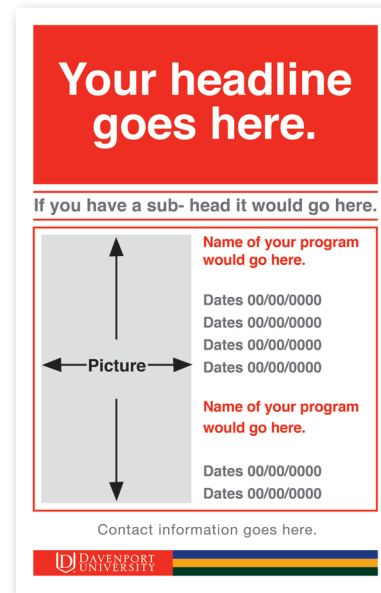
Poster Flyer Option 3

Poster Flyer Option 4

Horizontal Poster-Sized Flyers

These are samples of the documents available. Documents are for use in Microsoft® Publisher. Documents are tabloid-sized (11" x 17").

Poster Flyer Option 3

17"

11"
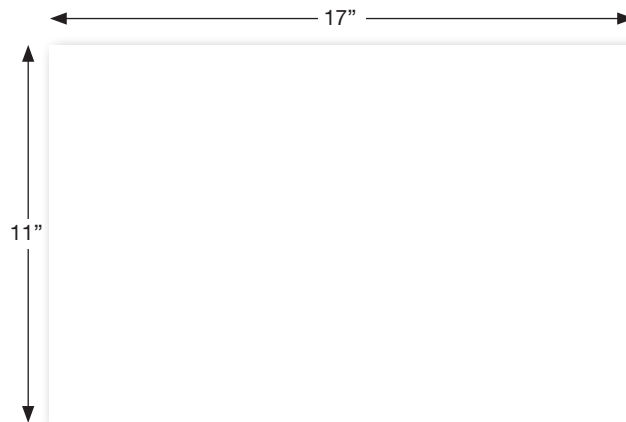
Poster Flyer Option 1
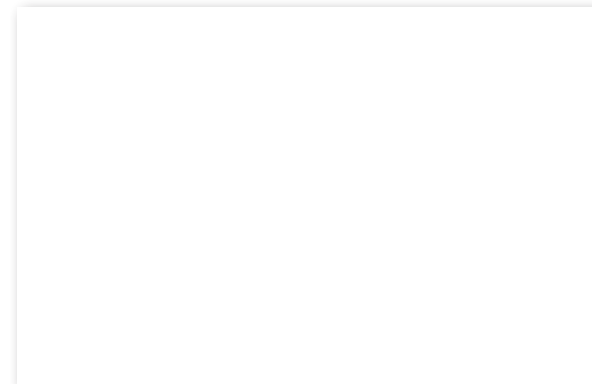
Poster Flyer Option 2

Vertical Posters

These are samples of the documents available. Documents are for use in Microsoft® Publisher. Documents are tabloid-sized (11" x 17").
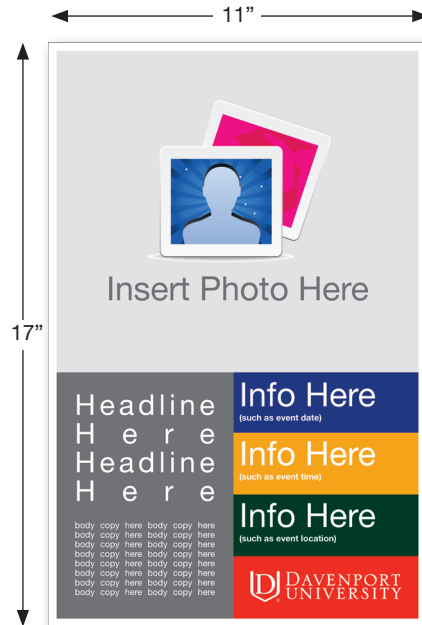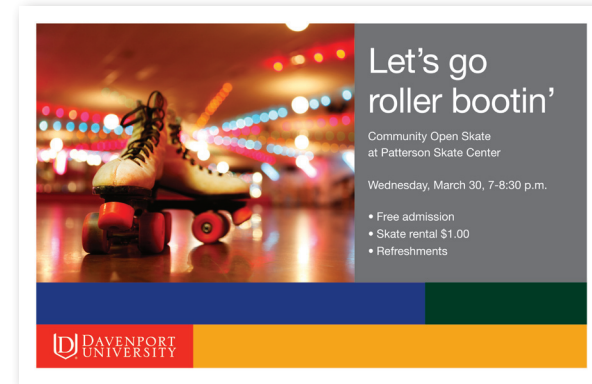

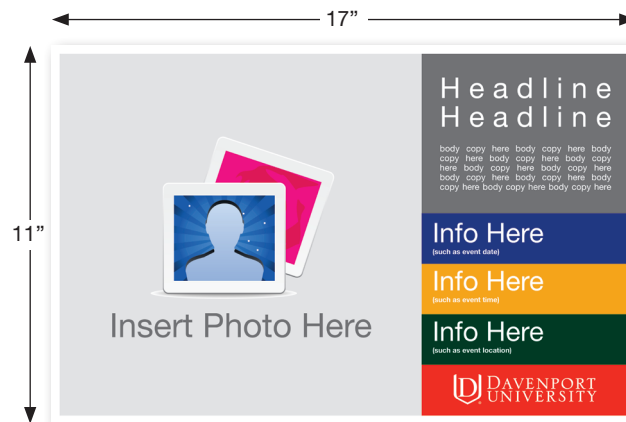Poster 1
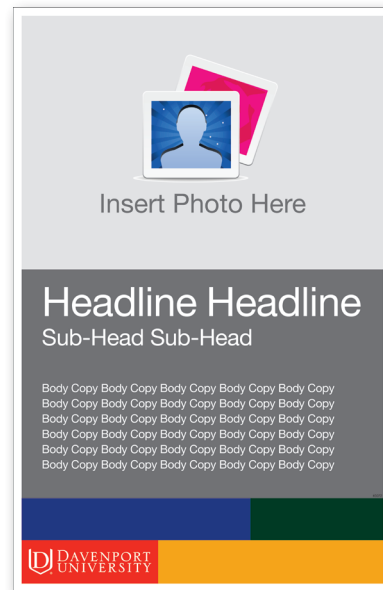
Poster Option 2

Sample

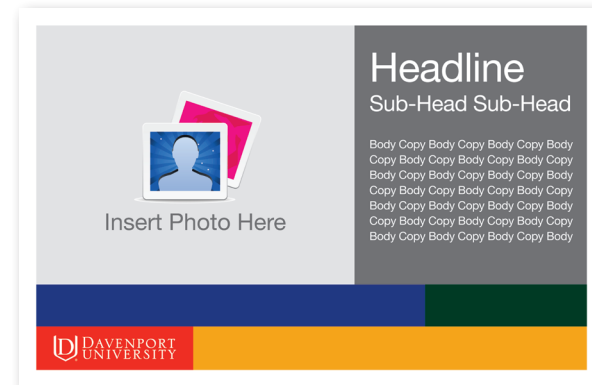Sample

Horizontal Posters

These are samples of the documents available. Documents are for use in Microsoft® Publisher. Documents are tabloid-sized (11" x 17").
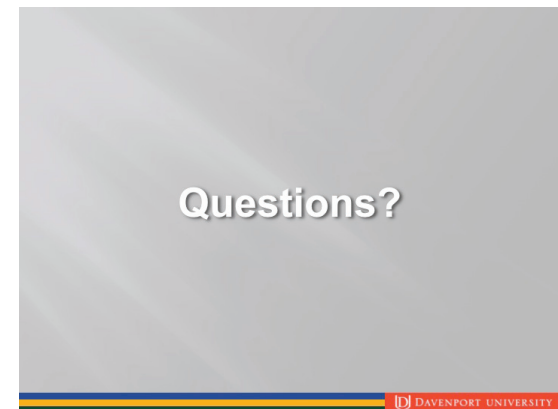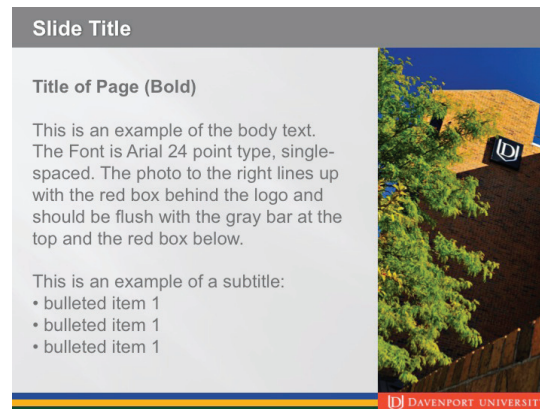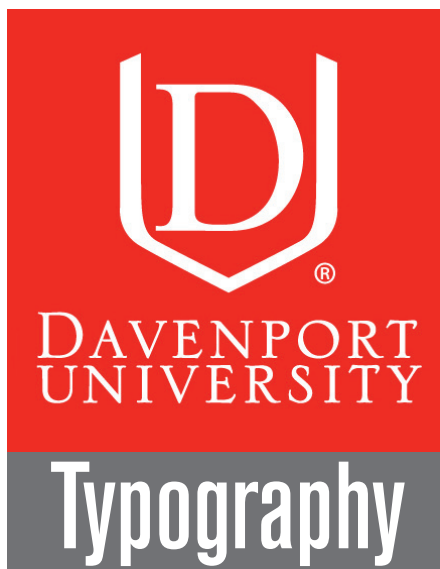

Poster Sample

Poster 1

Poster Option 2

General

These are samples of the slides available. Slides are for use in Microsoft® PowerPoint.

Presentation Title

DAVENPORT UNIVERSITY

Slide Title

Title of Page (Bold)

This is an example of the body text. The Font is Arial 24 point type, single-spaced. The photo to the right lines up with the red box behind the logo and should be flush with the gray bar at the top and the red box below.

This is an example of a subtitle:
• bulleted item 1
• bulleted item 1
• bulleted item 1

DAVENPORT UNIVERSITY

Questions?

DAVENPORT UNIVERSITY

Typeface standards are an important element in Davenport University's graphic identity.

All external communications must adhere to these guidelines.

It is important that the selected typeface be used on all branded Davenport communication materials for the University brand image.

· **Berthold Akzidenz Grotesk Medium** for headlines
· Helvetica Neue for body copy

Internal communications, such as student organizations and digital signage, are not required to use only these typefaces. If you do not have Berthold Akzidenz Grotesk Medium for headline copy and Helvetica Neue, here are the alternative typefaces recommended.

· **Helvetica Bold** is the alternative headline face.
· Helvetica Regular is the alternative face for body copy type.

Call 616-732-1170 for information.

Headline Type

The typeface chosen for Davenport University is Berthold Akzidenz Grotesk Medium. The color of the type is designed to be used in PMS Cool Grey #11 or 68% black.

Berthold Akzidenz Grotesk Medium Condensed

Body Type

For body copy, the correct typeface is Helvetica Neue regular and color is PMS cool grey #11 or 68% black. Body styles like light italic, regular bold condensed and bold condensed are for grammatical emphasis for copy written for appropriate DU marketing materials.

It is acceptable to use 100% black body copy where legibility is questionable.

Standard size/leading: is 10/14.

Helvetica Neue regular is the body face for all Davenport communications

Helvetica Neue Light italic is the italic face for all Davenport communications

Helvetica Neue Regular Bold Condensed is the body face for all Davenport communications

Helvetica Neue Bold Condensed Black is the body face for all Davenport communications

NOTE: Minimum body copy size 9 point. All legal or copyright lines can be set at 8 point.